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Mail Planning

Conference Report

Date December 5, 1995
Date Held December 5, 1995
Location Philip Morris Office
Report Number

Agency Copies to:
R. Cohn
L. Kimmel
P. McGuire
T. Leung

Client Philip Morris, Parliament
Subject Direct Marketing 1996 Presentation
Present for Client S. LeVan, R. Anise, S. Rafferty, L. Steen, R. Gotti
Present for Agency R. Cohn, L. Kimmel, P. McGuire, T. Leung

Agency presented the strategic recommendations along with four creative concepts to Client for 1996.

1. Direct Marketing Recommendations

Client agreed with the recommendations set by Agency to segment the offers for each mailings for 1996.

2. Creative

Client was positive with the creative approaches as presented. Client would like to proceed with the Pleasure Island concept with the following comments:

- The individual stories must not lose the essence of fantasy.
- Consider incorporating elements of the journal layout into the piece.

In addition, the Client would like to proceed with using the Image concept for offensive mailings with the following comments:

- Consider increasing the product branding.
- Consider other outer layouts/folds for the tear & pull piece.

Next Steps:

- Agency to revise creative and present to Client w/o 12/11/95.
- Agency to revise production schedule to Client 12/07/95 for a March '96 drop.
- Cost estimate to Client w/o 12/11/95.
- Further discussions on offensive mailings with Client when revised creative are presented.

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